



DAVID FORNELLI

MARKETING STRATEGIST



PERSONAL

Name David Fornelli

Birthdate October 1981

Nationality Italian / Spanish

CONTACT

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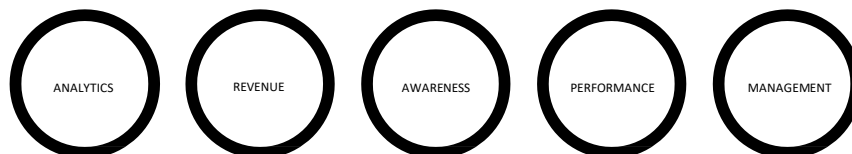
Email david@davidfornelli.com

REFERENCES

Available upon request

PROFILE

I'm a knowledgeable and experienced solution focused digital marketer with hands on experience in revenue marketing, product marketing, multi-channel acquisition strategies (search engine marketing, organic search engine optimization, social media marketing, display advertising, native advertising, content marketing), conversion optimization, marketing operations, and web analytics. I have a well-rounded background in B2B and B2C marketing for both SMB and enterprise corporations in a wide range of industries ranging from e-commerce, IT, apparel, publishing, social networking, travel & hospitality and not-for-profit.



WORK

2019 -

Head of Growth Marketing

QUANTCAST, SAN FRANCISCO, CA, USA

Managing a team of marketers across paid, unpaid, digital and non-digital channels as well as brand.

2018-2019

SEO & CRO MARKETING MANAGER

BLURB INC, SAN FRANCISCO, CA, USA

Managing SEO strategies to further increase the company's domain ranking. In addition, managing CRO programs to incrementally increase MOM & YOY revenue.

2017-2018

DIGITAL MARKETING MANAGER

BPM LLP, SAN FRANCISCO, CA, USA

Managing SEO, web analytics, e-mail marketing & demand generation strategies.

EDUCATION

2007

AD COMPUTER SCIENCE

ITT TECHNICAL INSTITUTE, HENDERSON, NV

2002

BUSINESS ADMINISTRATION

UNIVERSITY OF LAS VEGAS, LAS VEGAS, NV

SOFTWARE EXPERIENCE

ADOBE DREAMWEAVER / PHOTOSHOP (CC)

GOOGLE ANALYTICS 365 / TEALIUM /

MICROSOFT DYNAMICS 365 / SALESFORCE / SQUARESPACE

SCREAMING FROG / MOZ / SEM RUSH / DEEP CRAWL

ELOQUA / PARDOT / MAILCHIMP

WORDPRESS / DRUPAL / SQUARESPACE

LINKS



www.behance.net/fornelli



www.twitter.com/davidfornelli